

FILED

OCTOBER 18, 1982

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ATTORNEY GENERAL OF NEW JERSEY

**NEW JERSEY STATE BOARD
OF MEDICAL EXAMINERS**

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STATE OF NEW JERSEY
DEPARTMENT OF LAW & PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
BOARD OF MEDICAL EXAMINERS
DOCKET NO. H82-5139

IN THE MATTER OF AN INQUIRY INTO :	
THE PROFESSIONAL PRACTICE OF :	Administrative Action
GERALD F. MILAZZO, D.C. :	
License No. 2097 :	O R D E R
LICENSED TO PRACTICE CHIRO- :	
PRACTIC IN THE STATE OF :	
NEW JERSEY :	
:	

This matter was opened to the New Jersey State Board of Medical Examiners on inquiry into the professional practice of chiropractic by Gerald F. Milazzo, D.C. Respondent practices at Northfield Chiropractic Center, 508 S. Livingston Avenue, Livingston, New Jersey 07039. It appears that in or about June 1982 respondent placed a newspaper advertisement offering to treat some 32 ailments including, for example, allergies, boils, jaundice, kidney stones, ulcers, and thyroid problems, all by chiropractic. (Exhibit attached)

Respondent has acknowledged at this time that virtually all of the listed symptoms or diseases are not treatable within the scope of chiropractic as authorized by N.J.S.A. 45:9-14.5 and

licensed in this State. Such misrepresentations tend to bring the practice of chiropractic into disrepute.

The advertisement further asserts that "most insurance companies pay for all chiropractic service." (Emphasis added) While certain chiropractic services may be covered under many insurance plans, it is or should be well known to respondent that many services are not, just as they are not entirely covered for other types of health care practitioners. Thus, the ad statement is patently untrue and is capable of substantially misleading potential patients.

The above-described conduct constitutes misrepresentation, in violation of N.J.S.A. 45:1-21(b).

The Board takes into consideration the fact that respondent has only recently begun practice in this State, and also considers respondent's apparent sincerity in recognizing the errors of his advertisement and his proffered willingness to construct them more carefully in the future.

In light of all the circumstances,


IT IS on this **12** day of October, 1982

O R D E R E D that respondent Gerald F. Milazzo, D.C., is hereby reprimanded for violation of N.J.S.A. 45:1-21(b). He is assessed a monetary penalty of \$2,500 payable to the State Board of Medical Examiners in twenty-five (25) equal monthly installments commencing December 1, 1982 and due on the first of each month thereafter. He is further ordered to cease and desist from offering to the public

chiropractic care for ailments not reasonably recognized as properly treatable by chiropractic means.


THIS ORDER IS EFFECTIVE UPON FILING.

STATE BOARD OF MEDICAL EXAMINERS

By 
Edwin H. Albano, M.D.
President

I consent to the terms and entry of the within Order.


Gerald F. Milazzo, D.C.


Witness

9-30-82
Date